



USDA Weekly Retail Turkey Feature Activity

Fri. Jun 23, 2006

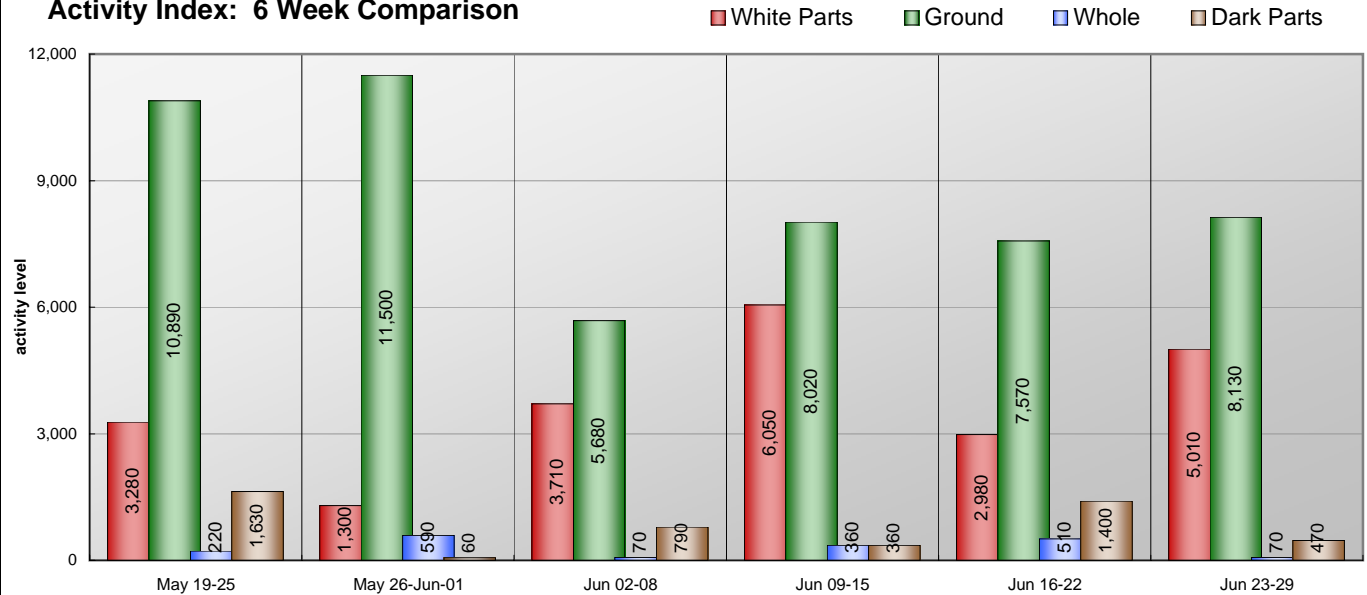
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/23 thru 06/29.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	44.3% of 17,000 outlets		41.7% of 17,000 outlets	
Special Rate 4/	7.8%		8.5%	
Activity Index 2/	13,680		12,460	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			390	1.05
" - Toms			120	0.99
Frozen - Hens	40	0.98		
" - Toms	30	0.89		
PARTS:				
Breast:				
Bone-in, whole				
Fresh	890	1.99	360	2.01
Frozen	250	1.12	310	1.40
Hotel Style				
Fresh	250	1.39	150	1.49
Frozen				
Split, bone-in				
Fresh	200	2.49	80	2.30
Rotisserie	2,200	7.21	870	5.65
Boneless, whole				
	130	3.59	120	3.99
Cutlets				
	620	3.88	580	3.97
Strips				
Tenders				
	470	3.88	510	3.95
Drumsticks				
	160	1.12	590	1.38
Thighs				
	20	1.69	90	1.31
Wings				
	250	0.96	660	1.32
Necks				
			60	1.72
Smoked Drumsticks				
Smoked Wings				
	40	1.05		
Smoked Necks				
GROUND TURKEY:				
Patties	8,130	2.49	7,570	2.63
	1,040	2.47	380	2.76
Sausage	2,990	2.41	2,900	2.56
85% lean	550	1.65	780	1.79
93% lean	2,640	2.26	2,130	2.38
Breast	910	3.98	1,380	3.61

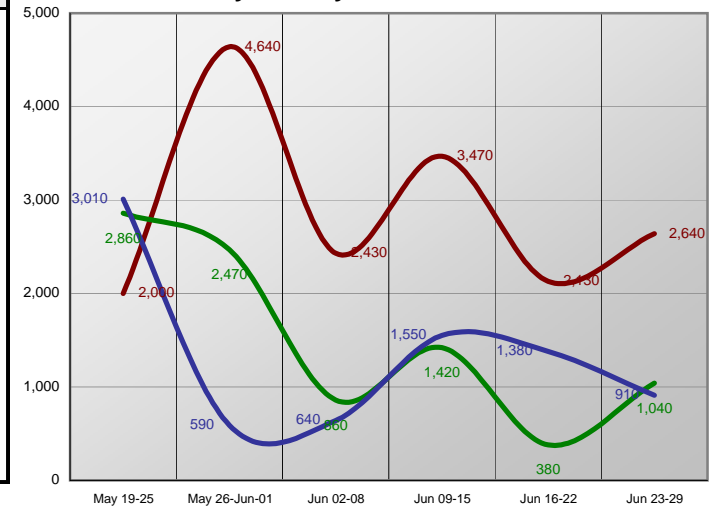
Activity Index: 6 Week Comparison



Turkey Featuring - 06/23 thru 06/29

Turkey featuring continues to maintain a fairly consistent rate across the country with activity shifting between items. Whole birds are practically out of the ads this week. Breast cuts continue to be featured at a slow rate and at lower feature prices. Rotisserie breasts in the deli are the exception with a significant increase in promotional activity at sharply higher price levels. Dark parts features are fewer this week and at lower prices. Ground turkey continues to enjoy ad space as ground turkey competes for grill space with other meats. Sausage and 93% lean continue to be actively featured while patty features have increased sharply from last week. Feature prices are lower, reflecting the increased competition from other meats.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	42.8% of 7,900 sampled outlets 5.7% of stores w/ no-price promotions Activity Index = 6,990			36.0% of 5,200 sampled outlets 7.3% of stores w/ no-price promotions Activity Index = 3,340			58.5% of 3,900 sampled outlets 12.8% of stores w/ no-price promotions Activity Index = 3,350		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens				0.89 - 1.19	40	0.98			
" - Toms				0.89	30	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.29	850	1.99	1.99	40	1.99			
Frozen	1.19	20	1.19	0.99 - 1.49	220	1.09	1.79	10	1.79
Hotel Style									
Fresh	1.39	250	1.39						
Frozen									
Split, bone-in									
Fresh	2.49	200	2.49						
Rotisserie	4.99 - 7.99	560	5.95	3.99 - 7.99	530	6.45	7.99 - 8.99	1,110	8.22
Boneless, whole	3.29 - 3.99	130	3.59						
Cutlets	3.29 - 3.99	310	3.83	3.29 - 3.79	40	3.60	3.49 - 3.99	270	3.98
Strips									
Tenders	3.29 - 3.99	180	3.73	3.79	20	3.79	3.99	270	3.99
Drumsticks	1.09 - 1.29	160	1.12						
Thighs	1.69	20	1.69						
Wings	0.79 - 1.09	250	0.96						
Necks									
Smoked Drumsticks									
Smoked Wings				0.99 - 1.09	40	1.05			
Smoked Necks									
GROUND TURKEY:									
Patties	2.29 - 3.00	690	2.76	1.50 - 1.99	330	1.84	2.99	20	2.99
Sausage	1.99 - 2.69	1,720	2.39	1.79 - 3.33	770	2.36	2.50 - 2.86	500	2.56
85% lean	1.29 - 1.79	270	1.71	0.99 - 1.79	160	1.51	1.69	120	1.69
93% lean	1.50 - 2.80	990	2.22	1.99 - 2.80	1,110	2.30	1.49 - 2.40	540	2.26
Breast	3.79 - 3.99	390	3.99	3.29	10	3.29	3.99	510	3.99

Note: See page 1 for explanatory notes.